


## Cultural evolution and social learning

Gustavo Landfried

@GALandfried 

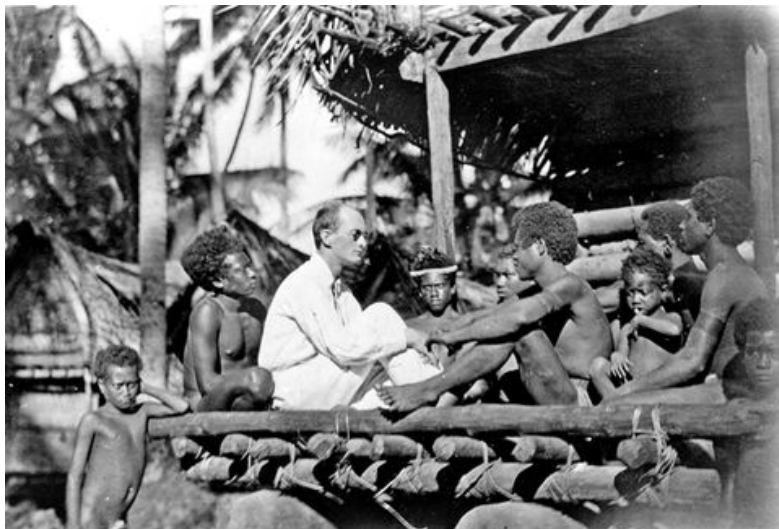
MSc in Anthropological Sciences  
PhD student in Computer Sciences



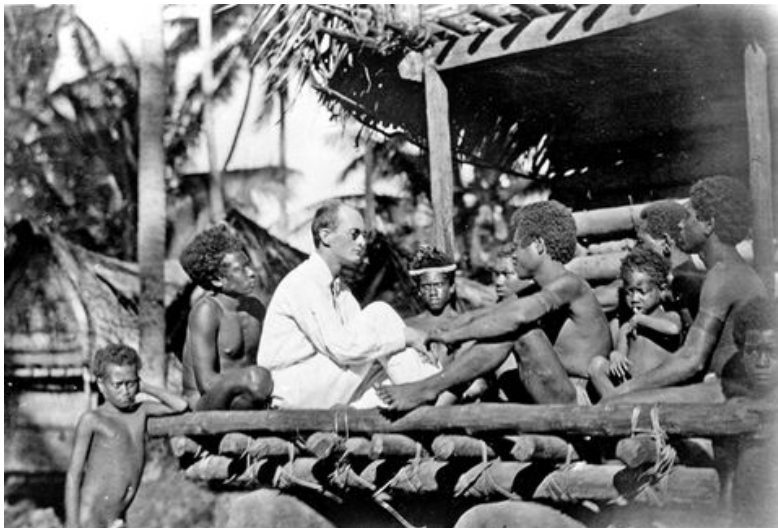
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DE COMPUTACION

Facultad de Ciencias Exactas y Naturales - UBA

# Anthropology

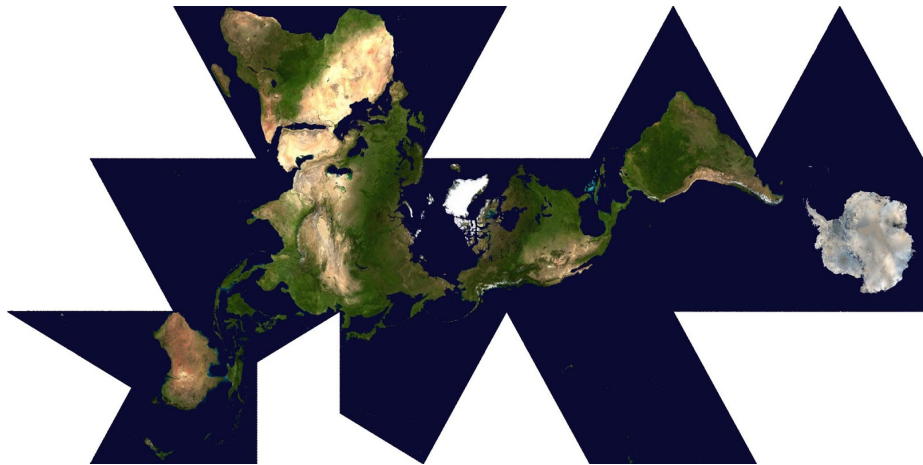


# Anthropology

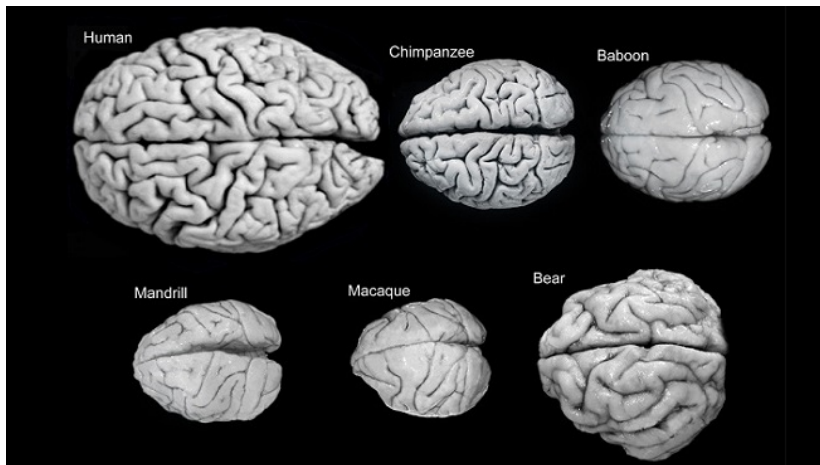


For a comprehensive, non-eurocentric, history of society see Enrique Dussel ([Ecuador, Chile](#))  
About Chinese science before opium wars see [Needham Research Institute](#)

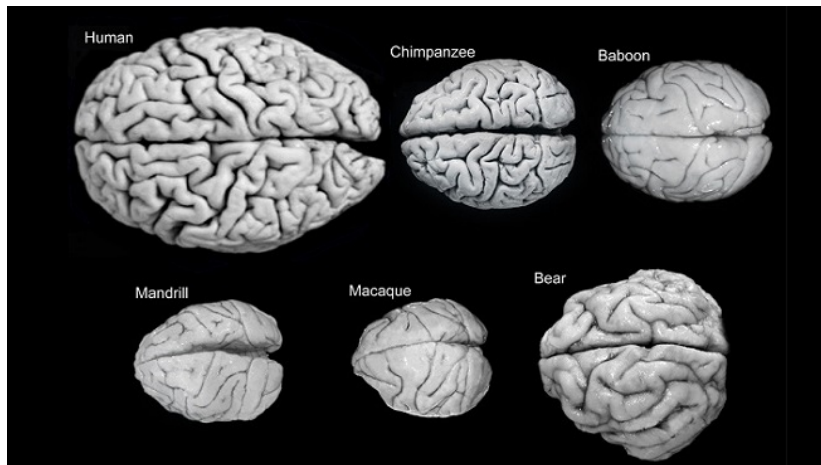
## Homo sapiens success



## Cognitive niche hypothesis



## Cognitive niche hypothesis



Our success is often explained in terms of our cognitive ability

## Too complex to be alone



Well-adapted tools, beliefs, and practices are too complex for any single individual to invent during their lifetime even in hunter-gatherer societies

## Cultural niche hypothesis



Humans accumulate, process and transmit knowledge across generations, leading to a cultural evolution process in which tools, beliefs, and practices arise as emergent properties of the social system.



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# Cultural evolution



We owe our success to our ability to learn from others (social learning)

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To answer them, we need a methodology to measure skill over time

## Why Bayesian inference?

Allows us to optimally update a priori beliefs given a model and data.

## Where comes from?

	Not infected	Infected	
Not vaccinated	4	2	6
Vaccinated	76	18	94
	80	20	100

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Bayes theorem:

$$P(A_1|B_1) = \frac{P(B_1 \cap A_1)}{P(B_1)} = \frac{P(B_1|A_1)P(A_1)}{P(B_1)} \quad (1)$$

## Scientific test example

There is a test that correctly detects zombies 95% of the time.

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Someone receive a positive test:

She has **only 8.7% chance** to actually be a zombie!

$$P(\text{zombie}|\text{positive}) = \frac{P(\text{positive}|\text{zombie})P(\text{zombie})}{P(\text{positive})}$$

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In this example all frequencies were observables



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About our **belief distributions** of those hidden variables!

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About our **belief distributions** of those hidden variables!

$$\underbrace{P(\text{Belief}|\text{Data})}_{\text{Posterior}} = \frac{\overbrace{P(\text{Data}|\text{Belief})}^{\text{Likelihood}} \overbrace{P(\text{Belief})}^{\text{Prior}}}{\underbrace{P(\text{Data})}_{\text{Evidence or Average likelihood}}}$$

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A model is always there!

$$\underbrace{P(\text{Belief}|\text{Data}, \text{Model})}_{\text{Posterior}} = \frac{\overbrace{P(\text{Data}|\text{Belief}, \text{Model})}^{\text{Likelihood}} \overbrace{P(\text{Belief}|\text{Model})}^{\text{Prior}}}{\underbrace{P(\text{Data}|\text{Model})}_{\text{Evidence or Average likelihood}}}$$

- **Prior** belief (distribution):

$$P(B|M) = \frac{1}{\#\text{Beliefs}} \quad \forall B \in \text{Beliefs}$$

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- **Posterior** belief (distribution):

$$P(B|D, M) = \frac{P(D|B, M)P(B|M)}{P(D|M)} \quad \forall B \in \text{Beliefs}$$

## The garden of forking paths

To update our beliefs (posterior), we need to consider every possible path in the model that could have lead us to the observed data (likelihood).



## The garden of forking paths

Data (D): ● ○ ●

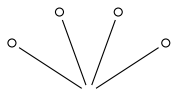
Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data  $\sim$  Binomial( $n, p$ )

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Model (M): Data  $\sim$  Binomial( $n, p$ )

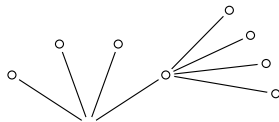


Ways given  $M$  and  $B = \text{○○○○}$  (First marbel)

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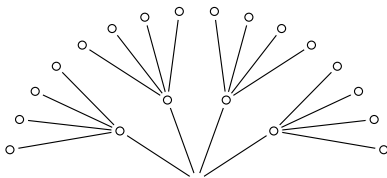


Ways given  $M$  and  $B = \text{○○○○}$     (Second marble)

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Data (D): ● ○ ●    Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data  $\sim$  Binomial( $n, p$ )

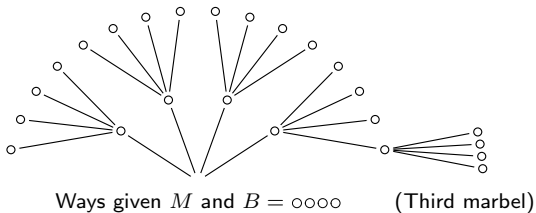


Ways given  $M$  and  $B = \text{○○○○}$  (Second marble)

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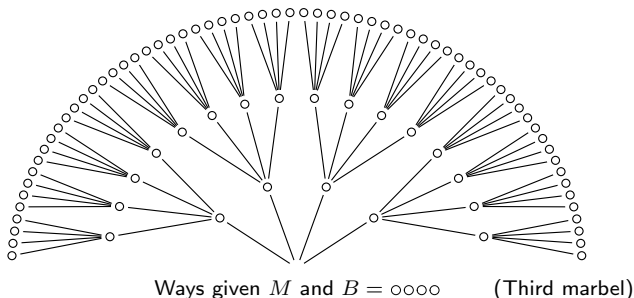
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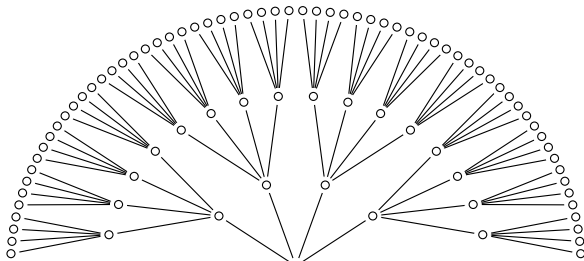
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Data (D): ● ○ ●    Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

Model (M): Data  $\sim$  Binomial( $n, p$ )



Ways given  $M$  and  $B = \text{○ ○ ○ ○}$

Belief

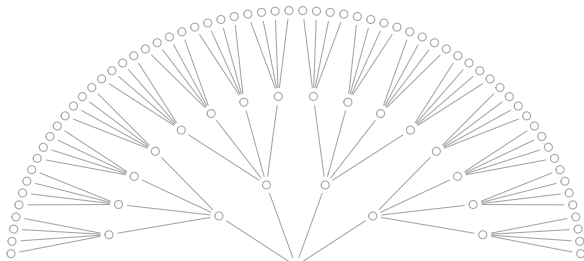
Ways to produce ● ○ ●

○ ○ ○ ○

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Ways given  $M$  and  $B = ○ ○ ○ ○$

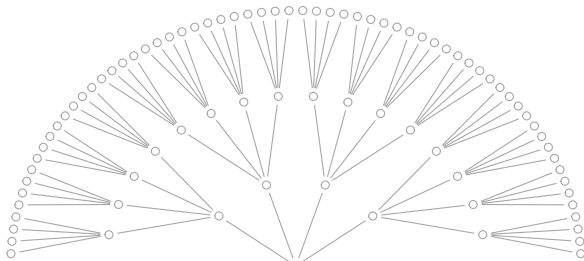
Belief	Ways to produce ● ○ ●
○ ○ ○ ○	$0 \times 4 \times 0 = 0$



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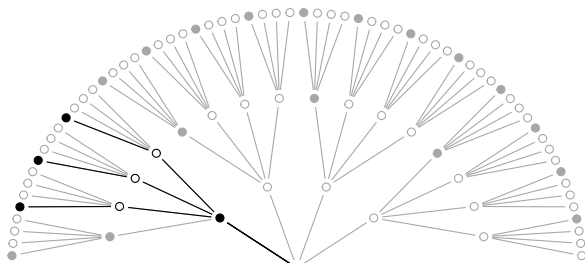
Ways given  $M$  and  $B = \text{○○○○}$

Belief	Ways to produce ● ○ ●	Likelihood	Prior	Posterior $\propto$
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	$1/5$	$\frac{0}{64} \frac{1}{5}$

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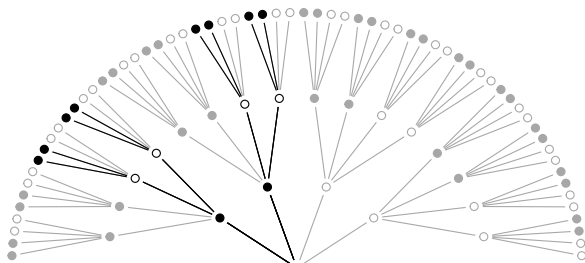
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● ○ ○ ○	$1 \times 3 \times 1 = 3$	$3/64$	$1/5$	$\frac{3}{64} \frac{1}{5}$

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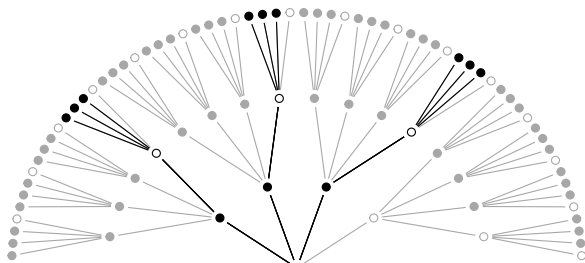
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● ○ ○ ○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$
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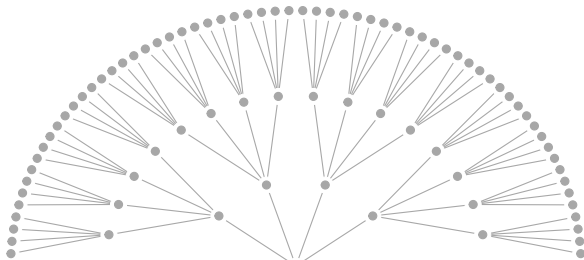
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●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$
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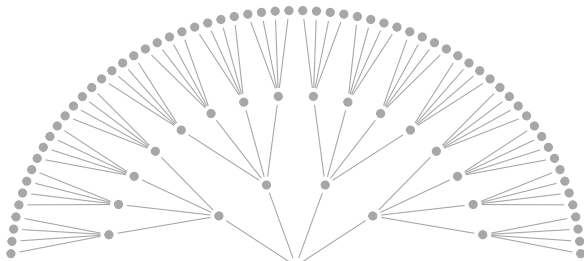
Ways given  $M$  and  $B = \bullet\bullet\bullet\bullet$

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●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$

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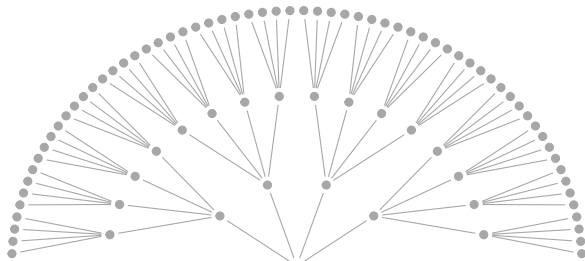
Ways given  $M$  and  $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior $\propto$
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●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$
				$P(D M)$

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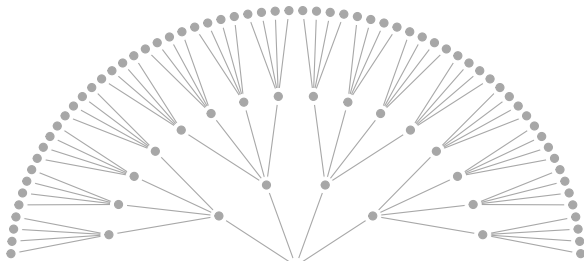
Ways given  $M$  and  $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior $\propto$
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●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$
				$\frac{3+8+9}{64 \cdot 5}$

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Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data  $\sim$  Binomial( $n, p$ )



Ways given  $M$  and  $B = \bullet\bullet\bullet\bullet$

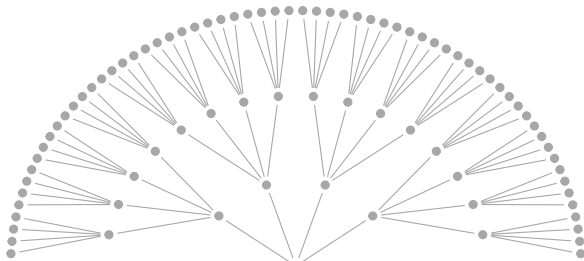
Belief	Ways to produce ●○●	Likelihood	Prior	Posterior $\propto$	Posterior
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{64} \frac{1}{5} \frac{64 \cdot 5}{3+8+9}$
●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$	
●●○○	$2 \times 2 \times 2 = 8$	8/64	1/5	$\frac{8}{64} \frac{1}{5}$	
●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$	
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$	
				$\frac{3+8+9}{64 \cdot 5}$	



## The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data  $\sim$  Binomial( $n, p$ )



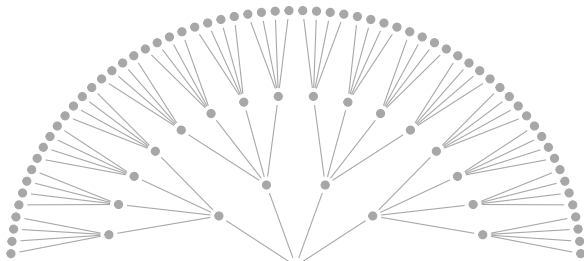
Ways given  $M$  and  $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior $\propto$	Posterior
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{3+8+9} = 0.00$
●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$	
●●○○	$2 \times 2 \times 2 = 8$	8/64	1/5	$\frac{8}{64} \frac{1}{5}$	
●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$	
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$	
				$\frac{3+8+9}{64 \cdot 5}$	

## The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data  $\sim$  Binomial( $n, p$ )



Ways given  $M$  and  $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior $\propto$	Posterior
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{3+8+9} = 0.00$
●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$	$\frac{3}{3+8+9} = 0.15$
●●○○	$2 \times 2 \times 2 = 8$	8/64	1/5	$\frac{8}{64} \frac{1}{5}$	$\frac{8}{3+8+9} = 0.40$
●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$	$\frac{9}{3+8+9} = 0.45$
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{3+8+9} = 0.00$
				<hr/>	
				$\frac{3+8+9}{64 \cdot 5}$	

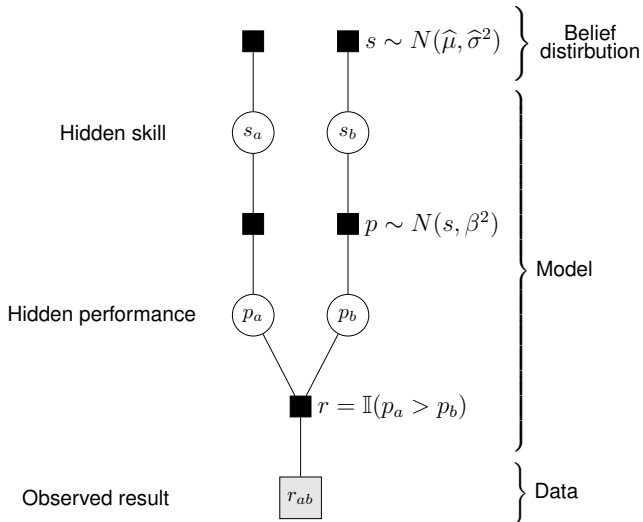
## Bayesian skill estimator

How to estimate skill of players?

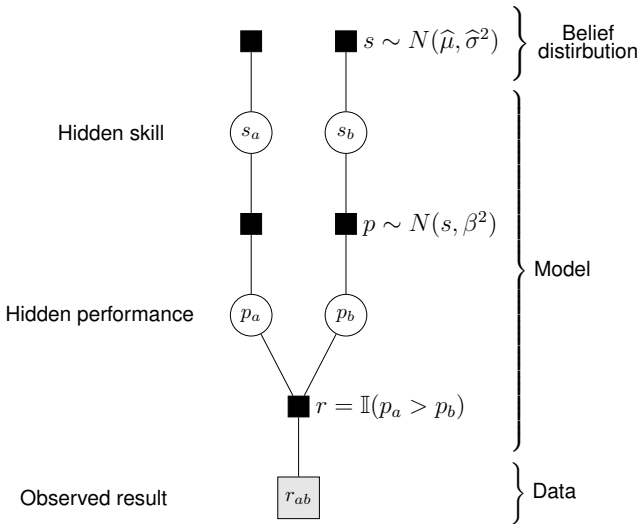


Arpad Elo

## Bayesian Elo factor graph



## Bayesian Elo factor graph



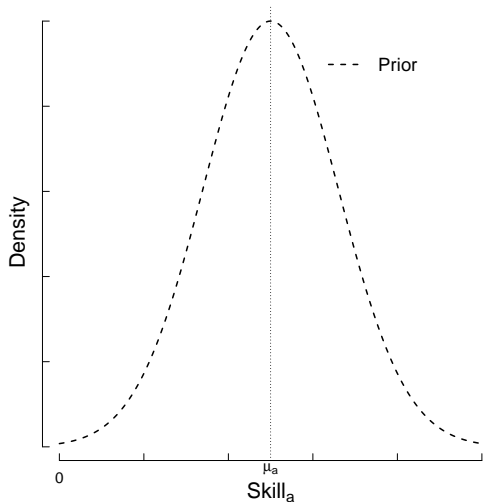
The factor graphs specifies the way to compute the posterior, likelihood, and evidence.

Kschischang FR, Frey BJ, Loeliger HA. Factor graphs and the sum-product algorithm. 2001

$$\overbrace{P(s_a \mid r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a \mid \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a \mid \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}} \quad \text{Win case}$$

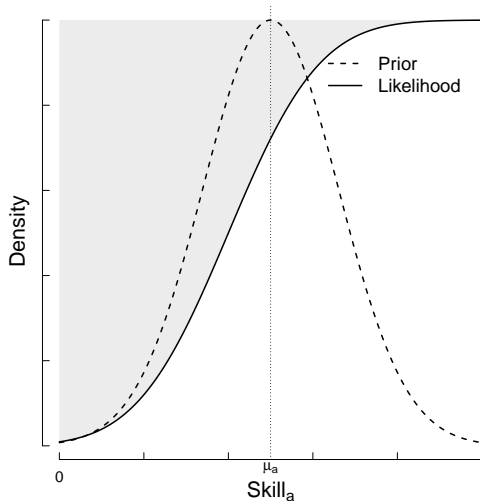
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

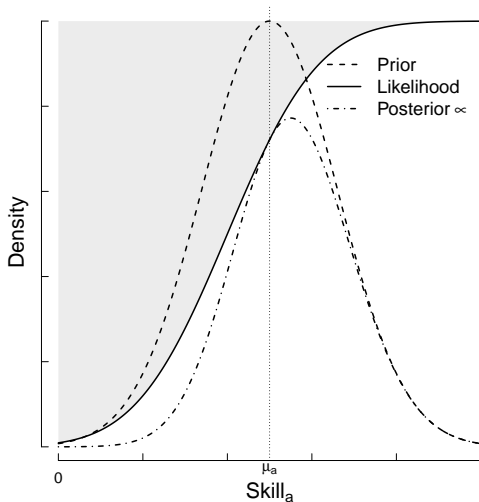
Win case





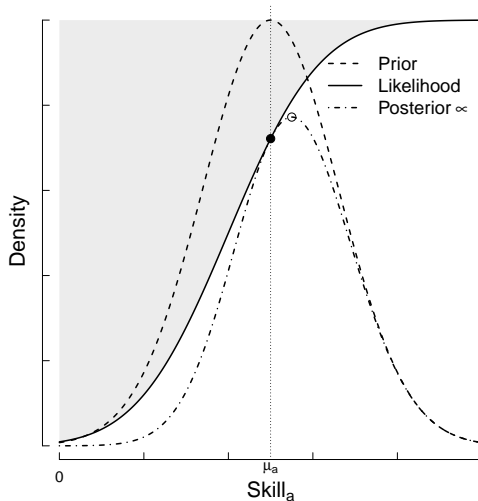
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



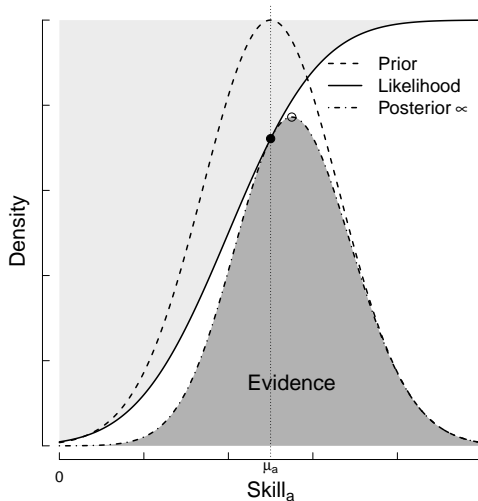
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



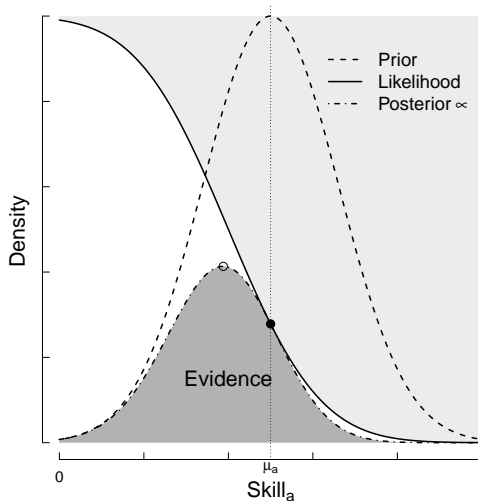
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



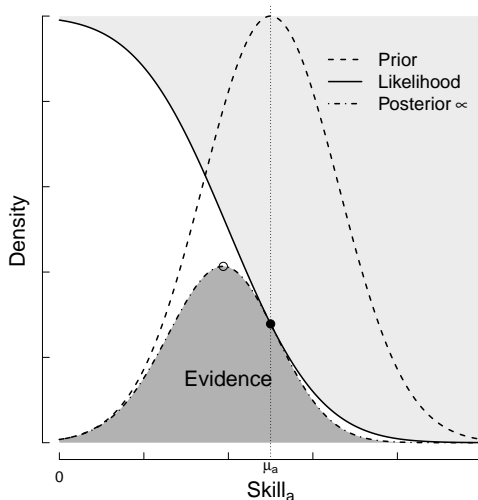
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{\Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Loose case

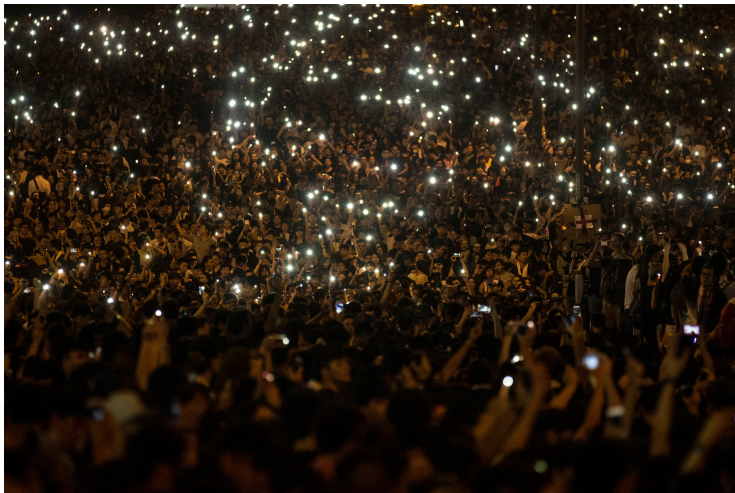


$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{\Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Loose case



## Could we detect social learning factors?



We have a lot of information available on the internet

## Database



We set to investigate the impact of team play strategies on skill acquisition in Conquer Club

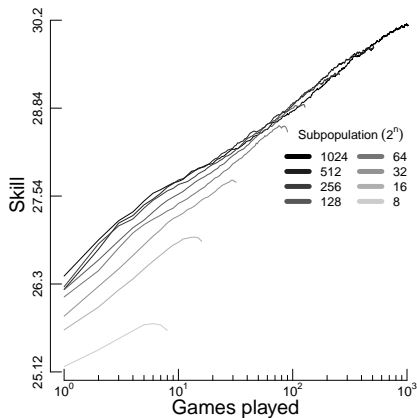
## Law of practice

$$\text{Skill} = \text{Skill}_0 \text{ Experience}^\alpha$$



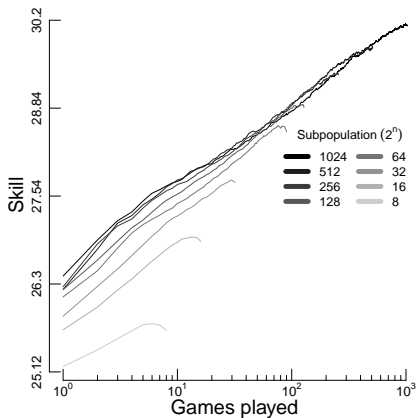
## Law of practice

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## Law of practice

$$\text{Skill} = \text{Skill}_0 \text{ Experience}^\alpha$$

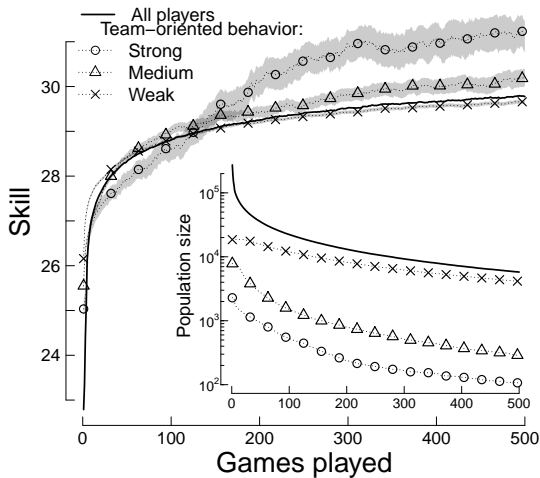


Learning by individual experience is always linear in log-log scale

## Team oriented behavior

What is a better strategy?  
Play in teams or individually?

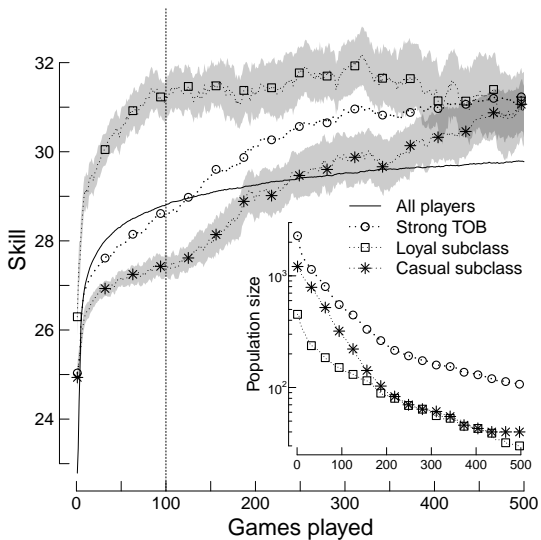
## Team oriented behavior



## Loyal and causal teammates

What is a better strategy?  
Repeat or vary teammates?

## Loyal and causal teammates



## Loyal and causal teammates

